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\*\* PROFS NOTE PRINTED FOR : HGAISCH 88/10/21 9:05:58 \*\*\*\*  
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From: HGAISCH --VCH0021A Date and time 10/21/88 09:05:31  
To: MHORST --VCH0021A Michael Horst BROBINSO--VCH0021A Bernie Robinson

TO : Messrs. M.D. Horst and J.B. Robinson  
FROM : Helmut Gaisch (S&T)  
SUBJECT: IIRRP or IARRP

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Messrs. Lindheim, Gillion, Lister, Rupp, Horst and  
Robinson - via Telex or Profs.  
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Gentlemen,

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Some more thoughts on the fundamental ideas which  
should underlie our message.  
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For the public, including the people who are concerned  
with formulating policies or strategies, we should  
get the following thought across :  
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The attacks on tobacco, particularly in the ETS area,  
are more and more becoming a Freudian substitute  
action. The real problems of modern life are so  
complex, are so difficult to analyse and to dis-  
entangle that society cannot see the possibility of  
finding solutions. This realisation of impotence  
leads to a build-up of a feeling of vulnerability,  
which is a powerful driving force "to do something".  
The mechanisms of the psyche are such that, the  
greater is the feeling of unease, the more violent  
are the substitute efforts. The result is that these  
blind attacks are being multiplied and intensified  
unless someone acts as an eye-opener.  
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The second line of thought concerns primarily, but  
not exclusively, the scientists.  
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There is a growing feeling of malaise in the scientific  
community about the fact that scientific reasoning  
is inappropriately taken out of the scientific  
context and used for political ends. Given the  
complexity of modern scientific developments  
and given the fact that the public is not equipped  
to deal with such "scientific" arguments, particularly  
in the midst of a political imbroglio, there is  
a tendency amongst many people, to disregard science  
altogether and to act blindly.  
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Both developments are extremely dangerous for mankind,  
but there are many reasonable and responsible people  
who see what is going on, who do not like it and who  
would be prepared to support any honest effort which is  
suited to treat these maladies of modern society.  
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This is our opportunity. The moment is right.  
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Helmut W. Gaisch  
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cc: SDARRAH --VCH0021A Stephen Darrah BBR00KS: --VCH0021A Bradley Brooks  
IMARCOVI--VCH0021A Iancou Marcovitch